



SGT
ONLINE

Entitled by UGC

NAAC
A+
GRADE
ACCREDITED UNIVERSITY



UGC ENTITLED
DEGREE PROGRAMS
ADMISSIONS OPEN

PROGRAM BROCHURE



BBA

BACHELOR OF BUSINESS
ADMINISTRATION

WHAT MAKES US DIFFERENT (USPs)

ACADEMIC EXCELLENCE

-  **UGC-Entitled Programs:** Degrees entitled by UGC.
-  **NAAC A+ Accredited University:** Among India's top-rated Institutions.
-  **NEP 2020 Compliant:** Flexible, holistic, outcome-based education with multidisciplinary learning pathways.

PROGRAM INNOVATION

-  **Industry-Aligned Curriculum:** Co-built with experts; real cases, current tools.
-  **Personalised Mentorship:** Mentor for skill-development & career guidance.
-  **100% Placement Assistance:** Support for resume & LinkedIn optimization, career workshops, mock interviews, placement drives.

Duration : 3 Years
Total Credits = 128
Fee: INR 14750 / Sem

BBA COURSE STRUCTURE

**Total Marks
Per Course = 100**
30 Marks Formative +
70 Marks Summative

SEM I

- Management Concepts & Organizational Behaviour
- Financial Accounting
- Artificial Intelligence For Everyone
- Business Environment
- Foundational Course: Communicative English
- Design Thinking & Innovation
- Environmental Science

SEM II

- Human Resource Management
- Principles of Marketing
- Business Statistics
- Business Laws
- Advanced Course: Communicative English
- Basics of Entrepreneurship Skills Environmental
- Human Values & Ethics

SEM III

- Business Economics
- Cost and Management Accounting
- Business Research Methods
- Company Laws
- Creative English: Exploring Stories, Poems, Personal Narratives
- Digital & Social Media Marketing
- Internship - I

INDUSTRY INTEGRATION

-  **Future-Ready Business Specialisations:** Business Analytics, Digital Marketing, Hospital Admin, Healthcare Mgmt.
-  **Next-Gen Technology Specialisations:** AI & ML, Blockchain—for new-age IT jobs.
-  **AI-Enabled, Learner-Centric Courses:** Hands-on AI tool exposure. Smart Learning Mgmt System.

AFFORDABILITY

-  **India's Most Value-Driven Online Programs:** Premium quality education at fair fees so you can study without financial strain.
-  **Flexible EMI Plans & Scholarships:** Semester-wise payments, EMIs, and scholarships.

SEM IV

Financial Management

International Business

Specialization- Course I

Data Analysis Using Excel

Campus to Corporate: Professional Communication and Workplace Skills

Corporate Governance and CSR

SEM V

Entrepreneurship Development

Operations Management

Specialization-Course II

Specialization-Course III

Business Analytics

Internship - II

SEM VI

Strategic Management

Supply Chain Management

Specialization-Course IV

Specialization-Course V

Data Visualization

TOTAL SPECIALIZATIONS ON OFFER: 03

MARKETING

Consumer Behavior

Integrated Marketing Communication

Sales & Distribution Management

Brand Management

Marketing Analytics

FINANCE

Banking, Financial Services & Insurance

Financial Market & Services

Security Analysis & Portfolio Mgmt.

Fintech: Foundations & Applications of Financial Technology

Financial Analytics

HUMAN RESOURCE

Training & Development

Employee Wellness & Mental Health Management

Compensation Management

Strategic Human Resource Mgmt.

HR Analytics



SGT SUCCESS STORIES - PLACEMENT



Kapil Chauhan
HR Executive
Amazon



Isha Sharma
Finance Executive
Flipkart



Charandeep S
Executive
KPMG



Lavish Mudgal
Financial Analyst
Wipro



Himani .B
HR Coordinator
Google



Roohi .M
Consultant
EY



Muskan Bhardwaj
Associate
Genpact



Ankan Chatterjee
Associate
Zomato



Ashish B
Consultant
IBM



Divya Chhikara
AI Analyst
Accenture



Manad Sethi
Process Engineer
Cognizant



Sipul B.
Assistant Consultant
TCS



- Dedicated Placement Cell for career support.
- 275+ Recruiters across leading industries.
- 100% Placement Assistance with job leads & interview preparation.
- Career Workshops to enhance resume, LinkedIn, communication & Soft skills training.
- Highest Package: INR 36 LPA.
- 10,000+ Alumni Network across India & abroad.
- 50+ Startups funded & supported through mentorship and incubation guidance.



PLACEMENTS & STARTUPS



SMART LMS EXPERIENCE

- 24x7 Learning Resources & Recorded Lectures, Podcasts.
- Mobile App Access.
- Interactive Live Classes on Weekends.
- Discussion Forums - For peer and faculty interaction.
- Progress Dashboard - Track learning and performance.
- Online Exams - Secure exams from home.
- Student Support - For quick assistance.

- Real Projects & Case Studies
- Industry Expert Seminars
- Practical Demonstration
- Latest Tools & Technologies
- Skill-Development Workshops

INDUSTRY ALIGNED LEARNING

